EVENT SELECTION
DATA SHEET

DATE: November, 7, 1984

CITY/STATE: Beaufort, S.C. POPULATION:

FESTIVAL: Beaufort County Water Festival

LOCATION: Waterfront Park(between Charleston & Savannah - including Hilton Head)

DATES: July 13-21 ATTENDANCE: 100-200 M /week

CONTACT NAME: Lee Bollman TITLE: Production Coordinator

ORGANIZATION: Beaufort County Water Festival

PHONE: 803-524-3393

FESTIVAL ACTIVITIES: Parade, air shows, powerboat races, traditional Blessing of the Fleet

PREVIOUS SPONSORS: Budweiser, Coca-Cola

CURRENT SPONSORS: Same

1985 BUDGET:

CLIENT TO SPONSOR FIREWORKS: Yes

CLIENT TO SAMPLE: Yes

CLIENT ALLOWED BOOTH FOR GIVEAWAYS: Yes

ENTRY TICKETS NUMBERED: Use Badges

CLIENT ALLOWED SIGNAGE: To a degree - in good taste

ORGANIZATION TO HANDLE ALL P.R. AND MEDIA-RELATED ADVERTISEMENTS (POSTERS, PROGRAM, RADIO, TV, ETC.): Pete Pillow (coordinator) handles all. Is with Chamber of Commerce.

IF ENTRY FEE REQUIRED, CLIENT ALLOWED 100 FREE TICKETS:

HOW MANY LOCAL TV STATIONS: 4 RADIO: 3 NEWSPAPERS: 1

ADDITIONAL INFORMATION: Had to cut out fireworks due to lack of money.

ATTACHMENT To come

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Source: https://www.industrydocuments.ucsf.edu/docs/xmfn0004